

Communicating in Ways that Surprise and Delight Your Givers

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Donor-Centered Communications



3 Things: Ask, Thank, Share Impact



Ask: With and for VISION



Ask: Right Name



Ask: Right Time




Ask: Right Thing




Ask: Right Details




Say Thank You: Often




Say Thank You: Confidentially



Say Thank You: Creatively



Say Thank You: Sincerely & Specifically



Share Impact: Annually




Share Impact: Quarterly




Share Impact: Weekly




Share Impact: Whenever You Can



Most Churches/Orgs Operate Like This



Remember: Ask, Thank, Share Impact



Questions?



Practical Ideas



Free Resources

- Visit www.generis.com/jennifer-perrow
- E-Books



Thank You

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*Helping Churches, Schools, and Non-Profits raise resources to
fund their God-Sized Visions*

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